



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

<u>Contract / Revision</u> 571873 /		<u>Alt Order #</u> 09806994
<u>Product</u> ED MART ATT GEN		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u> C30N06
<u>Advertiser</u> Martin/R/AG/MO		<u>Original Date / Revision</u> 10/05/12 / 10/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI	<u>Account Executive</u> Jared Salles	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 69.40
<u>IDB#</u> 1046	<u>Advertiser Code</u> MART	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Smart Media Group LLC
814 King Street
Suite 400
Alexandria, VA 22314

(674)

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	2	10/30/12	10/30/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$225.00	2.70			
2	2	10/31/12	10/31/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$225.00	2.70			
3	2	11/01/12	11/01/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$225.00	2.70			
4	2	11/02/12	11/02/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$225.00	2.70			
5	2	11/05/12	11/05/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$225.00	2.70			
6	2	11/06/12	11/06/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$225.00	2.70			
7	2	10/30/12	10/30/12	Fox 2 News Midday	11a-1130a		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$275.00	0.00			
8	2	10/31/12	10/31/12	Fox 2 News Midday	11a-1130a		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$275.00	2.00			
9	2	11/01/12	11/01/12	Fox 2 News Midday	11a-1130a		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$275.00	2.00			
10	2	11/05/12	11/05/12	Fox 2 News Midday	11a-1130a		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$275.00	2.00			
11	2	11/06/12	11/06/12	Fox 2 News Midday	11a-1130a		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$275.00	2.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
571873 /	09806994

Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	ED MART ATT GEN	C30N06

Advertiser	Original Date / Revision
Martin/R/AG/MO	10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
12	2	10/30/12	10/30/12	M-F 9p-10p	930p-10p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$850.00	4.30			
13	2	11/01/12	11/01/12	9p News Delayed	10p-1030p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$850.00	4.30			
14	2	11/05/12	11/05/12	M-F 9p-10p	930p-10p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$850.00	4.30			
15	2	11/04/12	11/04/12	Su 9p-10p	9p-930p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$850.00	4.80			
16	2	11/04/12	11/04/12	Su 9p-10p	930p-10p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$800.00	3.90			
17	2	11/05/12	11/05/12	FOX Prime Monday 7-8p	7p-8p		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$3,000.00	5.40			
18	2	11/02/12	11/02/12	FOX Prime Friday 7-8p	7p-8p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$800.00	2.20			
19	2	11/04/12	11/04/12	NFL on FOX 12p	12n-3p		:30				NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				2	\$3,000.00	8.00			
N 20	2	10/30/12	11/02/12	M-F 10a-11a	10a-11a		:30				NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$425.00	0.00			
N 21	2	11/05/12	11/06/12	M-F 10a-11a	10a-11a		:30				NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$425.00	0.00			
E 22	2	10/30/12	11/02/12	Fox 2 News at 8 am	830a-9a		:30				NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$750.00	0.00			
E 23	2	11/05/12	11/06/12	Fox 2 News at 8 am	830a-9a		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$750.00	0.00			
N 24	2	11/04/12	11/04/12	NFL on FOX 12p	12p-315p		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$3,000.00	0.00			
N 25	2	10/30/12	11/02/12	Fox 2 News at 7 am	730a-8a		:30				NM	4	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$825.00	0.00			
N 26	2	11/05/12	11/06/12	Fox 2 News at 7 am	730a-8a		:30				NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$825.00	0.00			
Totals												69.40	\$31,725.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	39	\$31,725.00	\$26,966.25
Totals	39	\$31,725.00	\$26,966.25

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<u>Advertiser</u>	<u>Original Date / Revision</u>
Martin/R/AG/MO	10/05/12 / 10/05/12

Signature: _____ **Date:** _____

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